RJ Reynolds
Tobacco Company

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E-Mail
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To: All Retail Divisions With Hess Co-Op and Hess Mart Stores
- Hess Co-Op (0353-0200)
- Hess Mart (0353-03-00)

RE: Non Compliance

Dear Managers:

A weekly review of Hess Non Compliance Reports indicates a continuing problem with proper reporting. Please ensure that all Field Representatives use the following guidelines with respect to handling non compliance in Hess Stores:

- **During initial call contact the Retail Representative should be completely familiar with the contract requirements for Hess Co-Op's and Marts.**
- **Every attempt should be made to see the "Decision Maker". Under no circumstances should a deletion of payment be made as a result of dealing with a clerk.**
- **When issuing a warning or deletion, thoroughly explain the reason for non compliance and RJR's policy....*that is, warn once and delete.***
- **Every attempt should be made to resolve the issue. *Be firm, but flexible, using good business judgment.***
- **Report thoroughly. All deletions of payment should be accompanied with a complete explanation on the computer. All "no display" warnings should also be accompanied by an explanation.**
- **If an error in deletion of payment is made (the store in compliance and deletion made) it should be handled immediately. The call should be re-contacted prior to month end, and placed back into compliance.**

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Source: https://www.industrydocuments.ucsf.edu/docs/stln0000

As a point of reference listed below are Hess Contract Requirements for Retail Partners 1996:

Hess Co-Op (0353-02-00)

> 2 Full Price Displays(suction cup type) - total of 16 facings.
> 1 Savings Display (backbar)- total of 16 facings
> Contracts: s/s Pack Outlet L2A
nss Pack Outlet NSL2A
EH MC $20
Retail Accrual L3A

Hess Mart (0353-03-00)

> 2 Full Price Displays - total of 16 facings (both displays should have the large PCD sign. For 1996 it is not a requirment that PCD signs be lighted)
> 1 Savings Display- total of 16 facings (if the store does not have a BAT display our Savings Display should have 24 facings).
> Contracts: s/s Pack Outlet L2F
nss Pack Outlet NSL2F
EH MC $20
Retail Accrual - L3F

If you have any questions regarding non compliance issues or the Hess 1996 Retail Partners Program, please call me.

As always, thank you for your valued assistance.

Best Regards,

Nick Kuruc

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